

## ABSTRACT

A projection-type display apparatus that has enhanced the sense of being present by adaptively adjusting, with a simple constitution, projection illumination, depending on an image signal, without causing color changes and by increasing apparent contrast. The projection-type display apparatus includes a light source, a liquid crystal light valve that modulates light emitted from the light source by turning its light polarization plane, and a projection lens that projects the light modulated by the liquid crystal light valve onto a projection surface, wherein a pivotable light polarizer is arranged between the light source and the liquid crystal light valve. The black level of an image is adjusted by adaptively pivoting the light polarizer in response to the image signal.